



Retail as an Economic Development Tool



The Retail Coach

20+
Years of
Experience

500 Million+
SF of New
Retail Recruited

650+
Communities
Served

\$600 Million+
in New Sales
Tax Generated



The Retail Coach is a national retail recruitment and development firm that combines strategy, technology and retail expertise to develop and execute high-impact retail recruitment and development plans.

Agenda

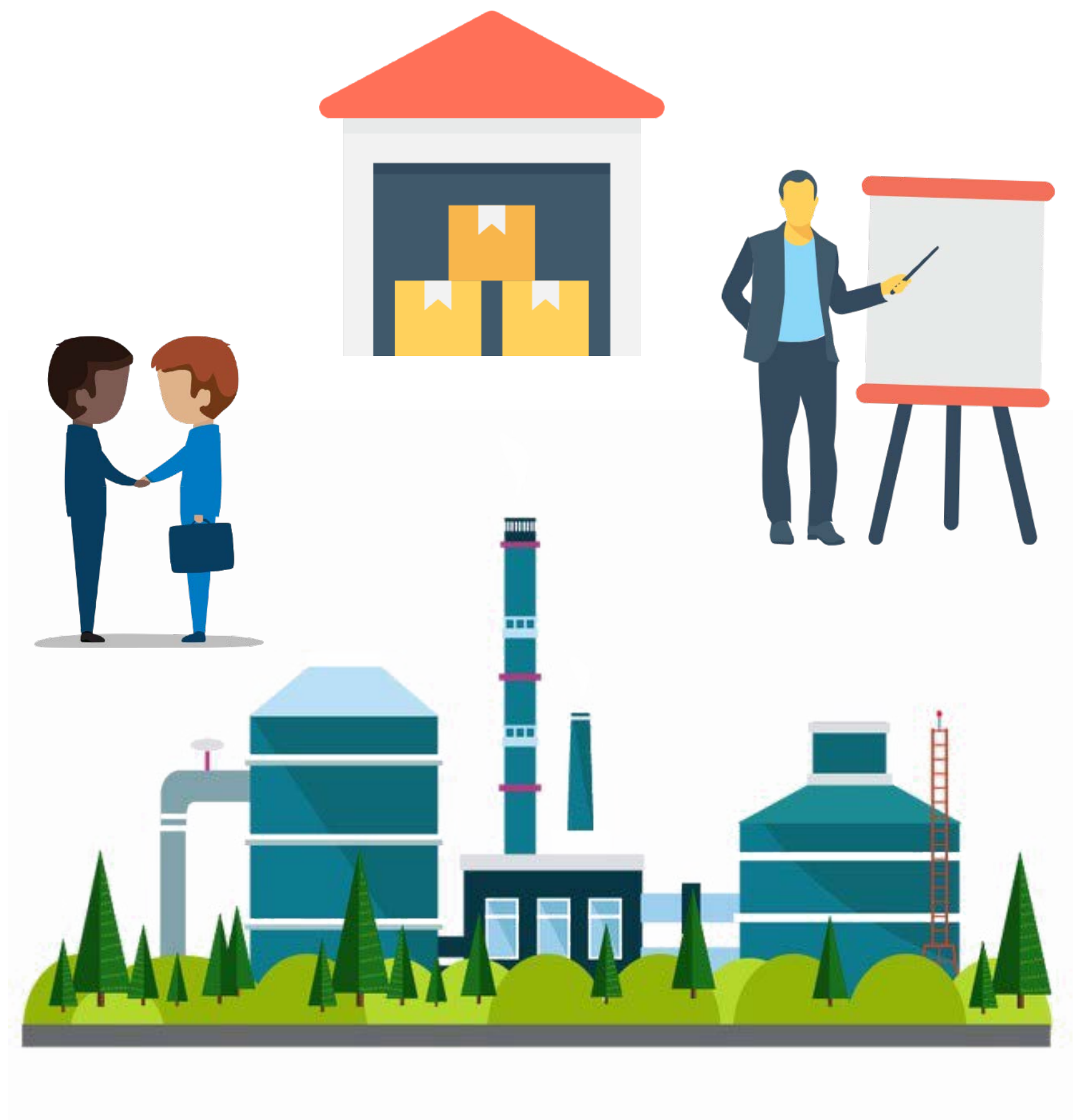


■ Where Retail “Fits” in Economic Development

■ Impacts of Retail & Current Trends

■ Approach to Retail Recruitment

Traditional Economic Development



Industry & Corporate Recruitment

- *Attract Manufacturing, Corporate Office*
- *Workforce Education & Development*
- *Industrial Parks & Mega Sites*

Traditional Economic Development



Industry & Corporate Recruitment

- Attract Manufacturing, Corporate Office
- Workforce Education & Development
- Industrial Parks & Mega Sites

Bigger, Stronger Local Workforce

Increased Demand for Residential Development

Retail Follows Rooftops

Traditional Economic Development

Retail Development

- Shopping, dining, & entertainment opportunities improve quality of life
- Retail as an amenity

Industry & Corporate Recruitment



Increased Demand for Residential Development

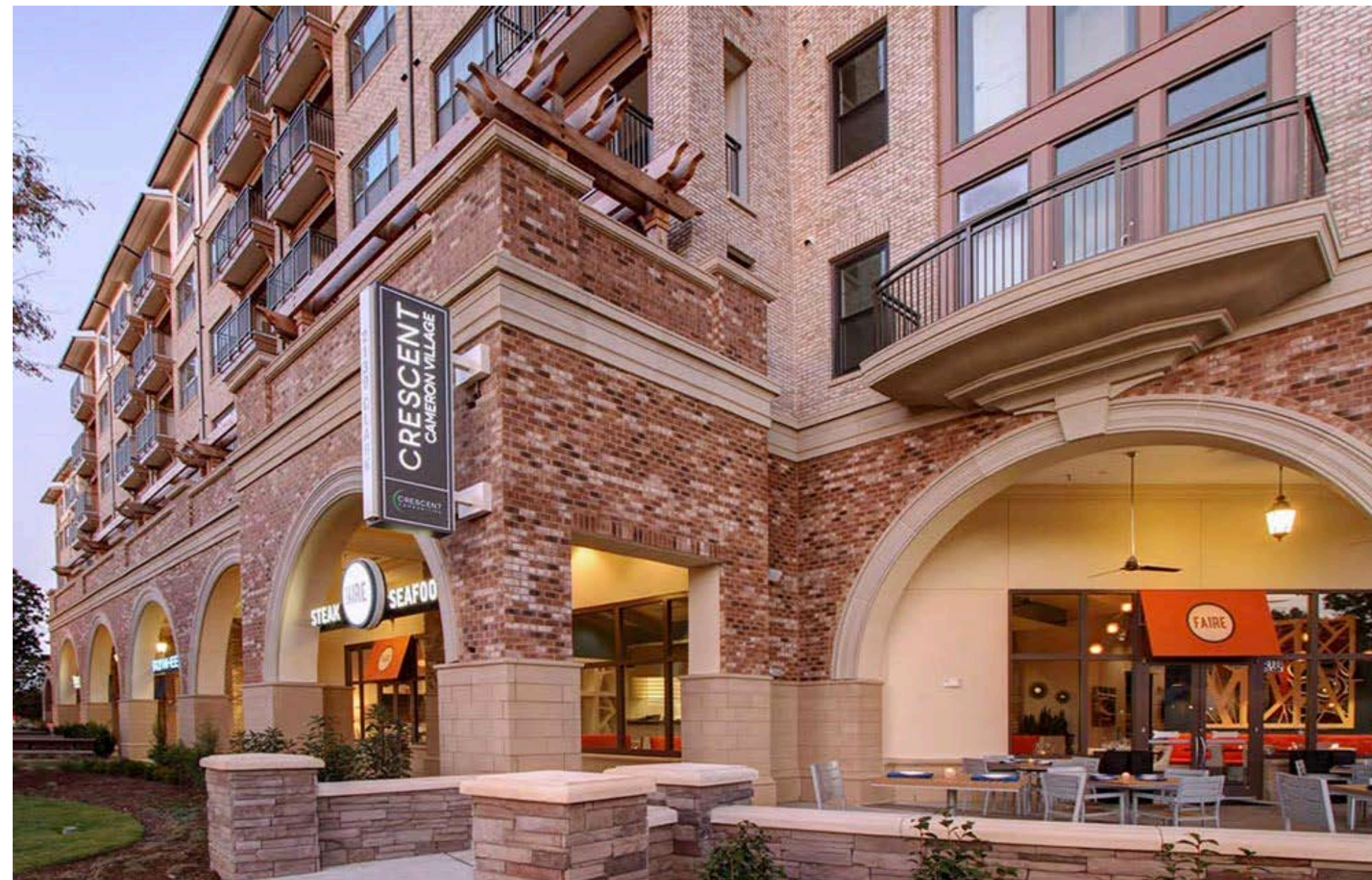
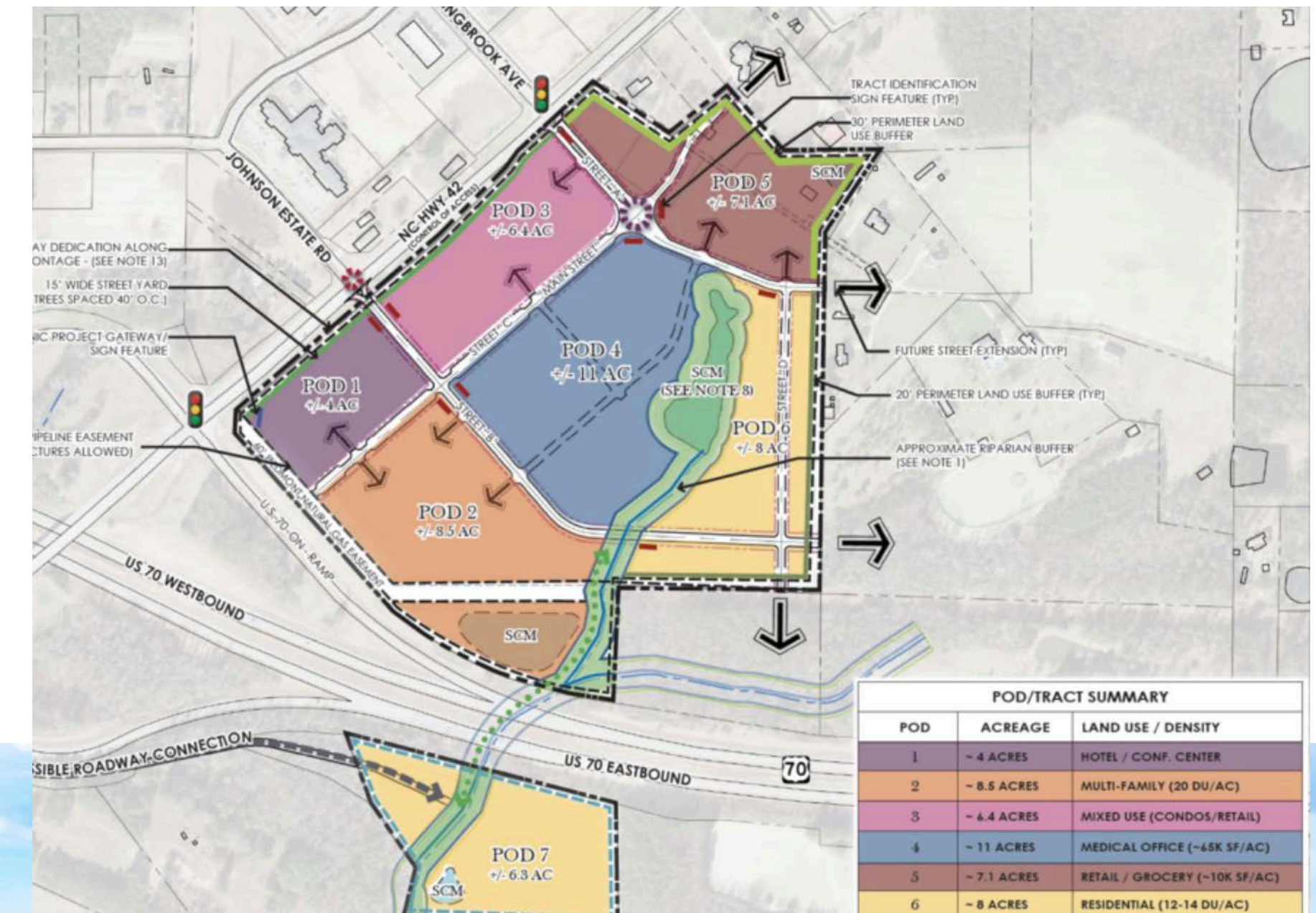


Bigger, Stronger Local Workforce



Proliferation of “Mixed-Use”

Retail
Residential
Office
Hotel
Medical



Retail Development Impacts

Retail can keep you in the game until you get the “Home Run”...



Retail Development Impacts



Zachery Eanes
@zeanes



North Carolina is apparently about to get its first Buc-ee's. Texas people is this actually that big of a deal? I mean it's a truck stop, right?



Mega convenience store with best bathrooms in America planned for ...
Buc-ee's Travel Center would anchor a half-million square foot retail, restaurant, hotel and business development near Efland.

[newsobserver.com](https://www.newsobserver.com)

8:29 AM · Sep 4, 2020



24



36 people are Tweeting about this

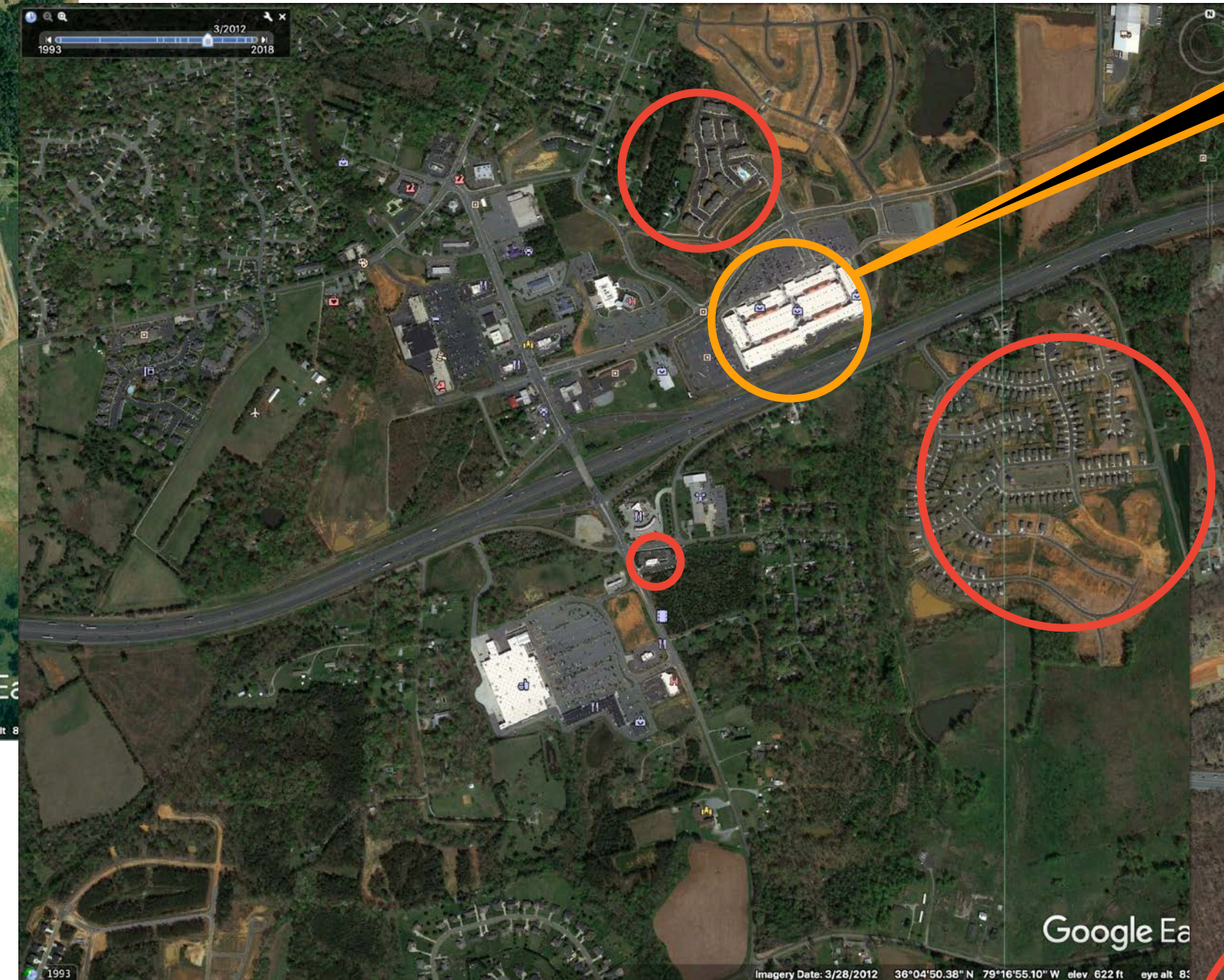
Retail Development Impacts

Interstate 40, Exit 154
Mebane

TangerOutlets



2006



2012



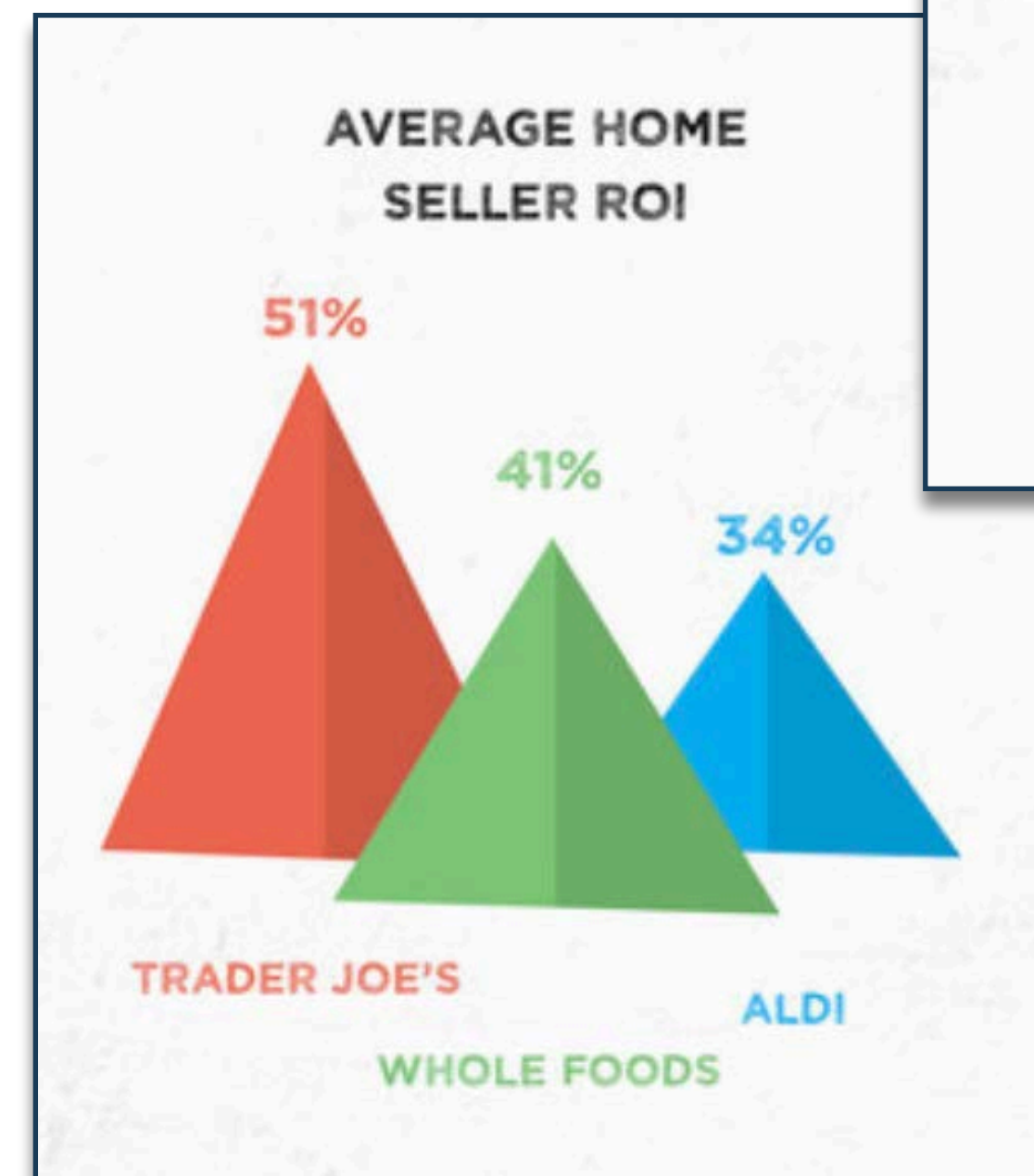
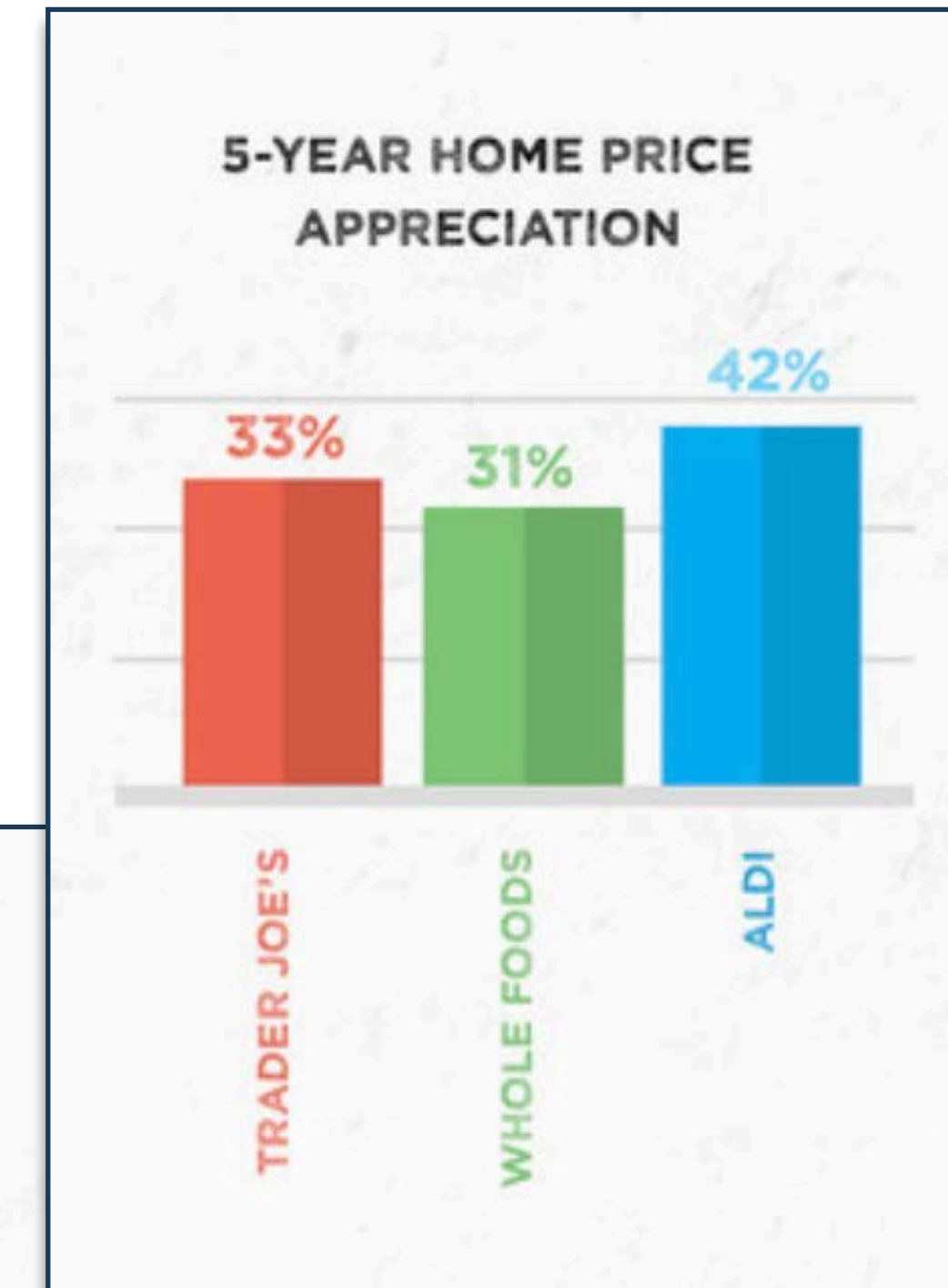
2018

Retail Development Impacts



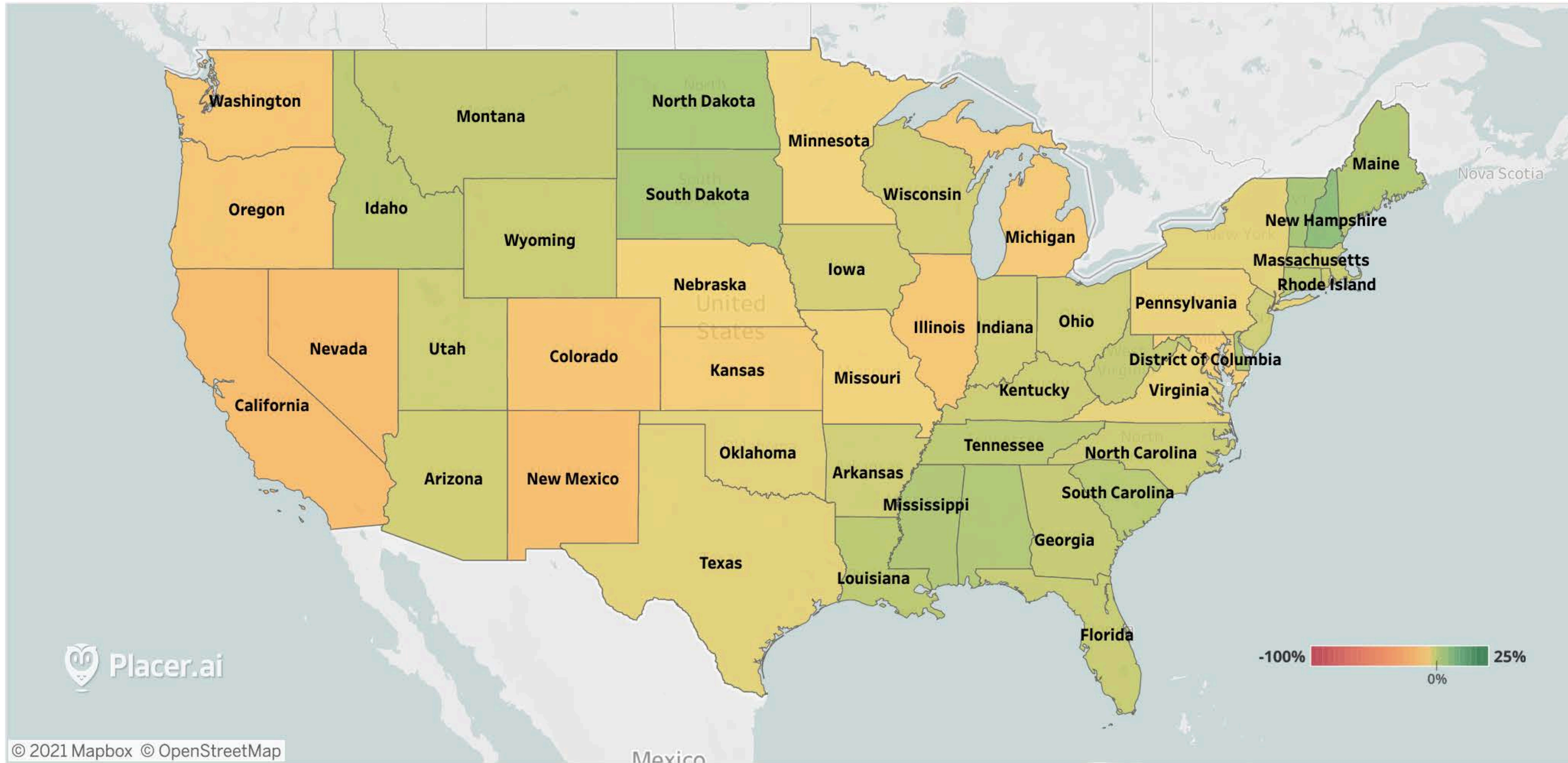
IKEA increases prices of the properties sold in the entry cities by an average of 4.2%

New grocers play a role in local housing values



Retail Trends

Recovery Trend - YoY Foot-traffic % Change



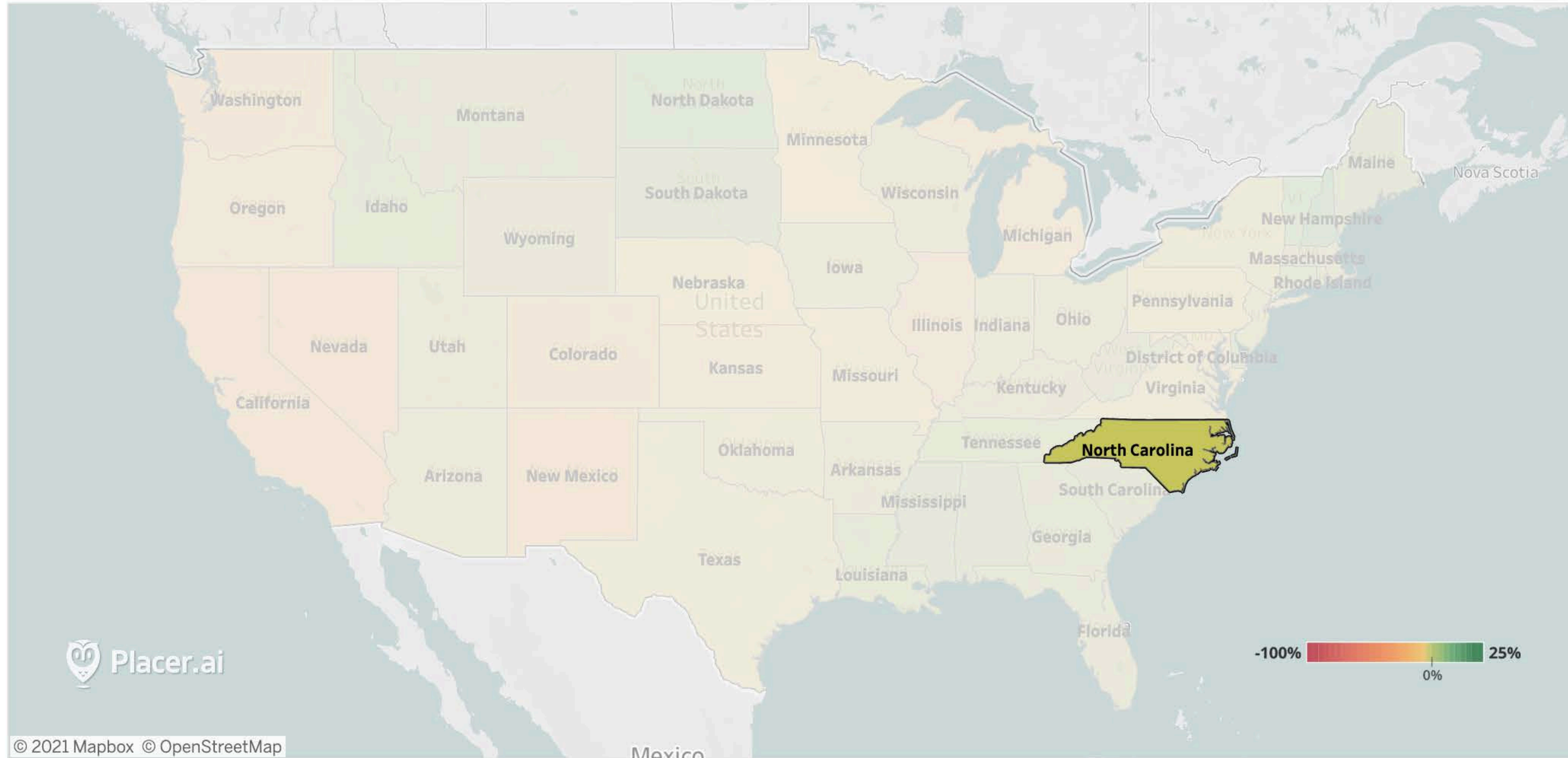
Nationwide Overall Change

All Categories	-14.30%
Apparel	-14.85%
Dining	-33.11%
Electronics	-1.52%
Fitness	-45.72%
Groceries	-4.44%
Home Improvement	18.49%
Hotel/Casinos	-25.57%
Medical & Health	-12.26%
Shop & Service	-3.71%
Shopping Centers	-24.17%
Superstores	-7.71%

* Data reflects the foot-traffic change in % for the week 28 Dec 2020 - 03 Jan 2021, compared to the same week last year

Retail Trends

Recovery Trend - YoY Foot-traffic % Change



North Carolina Overall Change

All Categories	-10.29%
Apparel	-11.34%
Dining	-27.74%
Electronics	-7.79%
Fitness	-37.71%
Groceries	1.07%
Home Improvement	20.75%
Hotel/Casinos	-13.48%
Medical & Health	0.92%
Shop & Service	-1.35%
Shopping Centers	-16.36%
Superstores	-9.80%

* Data reflects the foot-traffic change in % for the week 28 Dec 2020 - 03 Jan 2021, compared to the same week last year

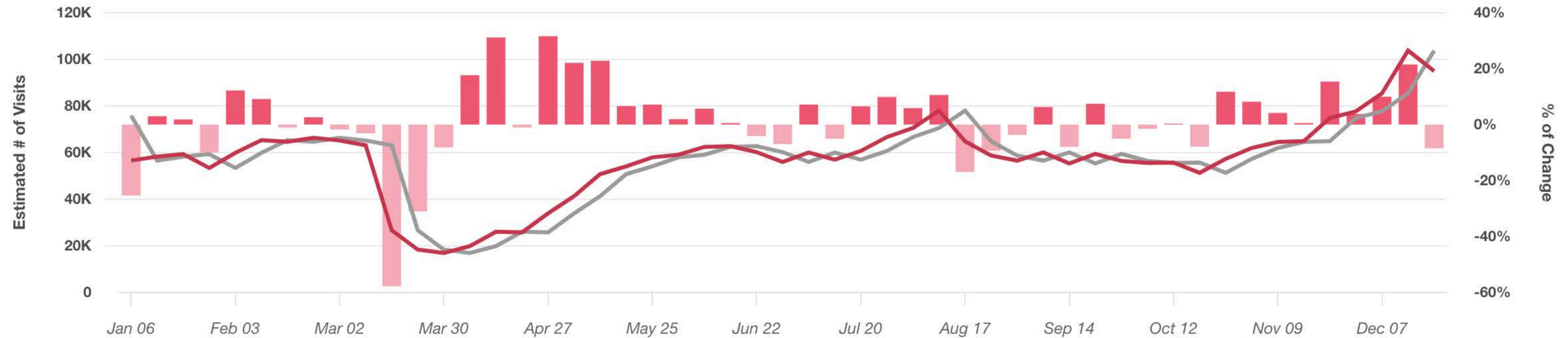
Retail Trends

Property:
Gaston Mall / I-85, Gastonia, 28054, NC ▾

Aggregation:
Weekly ▾

Compare to:
Prev. Week ▾

● Previous Week



Gaston Mall (Gastonia) foot traffic increased YoY compared to 2019

Retail Trends

Big-Box Still On Top

- Big-box retailers benefitted from being “essential” and keeping stores open during the lockdown
- “One stop shop” retailers like Target, Walmart, Best Buy, and Lowe’s have seen their sales soar
- Benefitted from the DIY trend
- Consumers tended to skip the mall and specialty retailers and their sales suffered
- Off-mall, “everything stores” are likely to continue to thrive



Retail Trends

E-commerce Explosion has Created Challenges

- Shipping has become a fulfillment issue - reason for some retailers move to identify localized fulfillment centers
- Shipping is a cost issue
- USPS, FedEx and UPS are beyond their limits
- Third-party delivery services are popping up
- Demand for drivers, warehouse pickers and packers
- Amazon hired approx. 350,000 in 2020
- UPS planned to hire more than 100,000 during the holidays



Retail Trends

“Zoom Dressing” Sticking Around

The sale of sweat pants, pajamas and workout apparel have spiked as employees shifted to work-from-home.

- Athleisure wear is as relevant as ever - brands like Nike, Lululemon, Outdoor Voices, Champion, Rhone and others have benefitted
- Walmart recognized in March that sales of tops were up but not bottoms



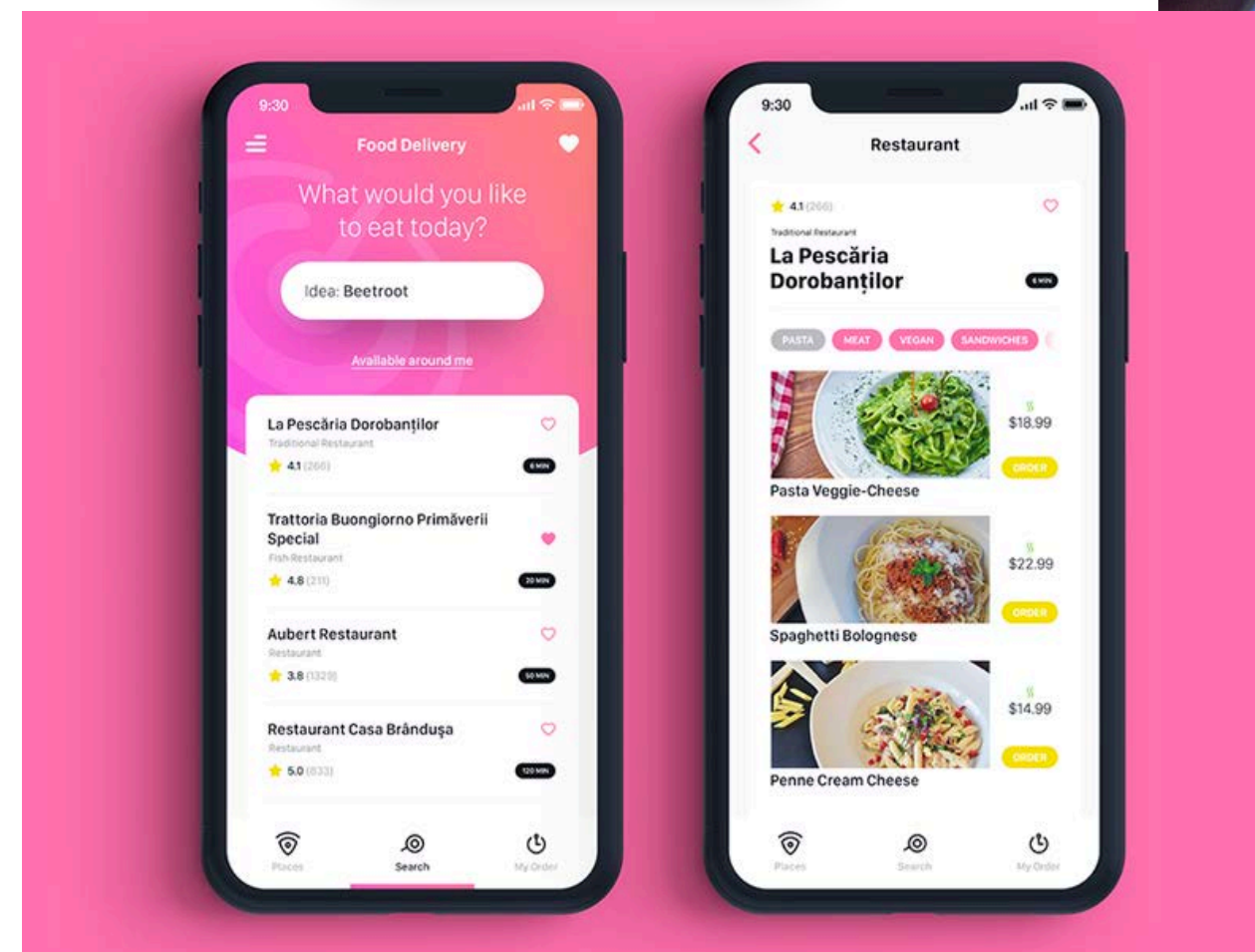
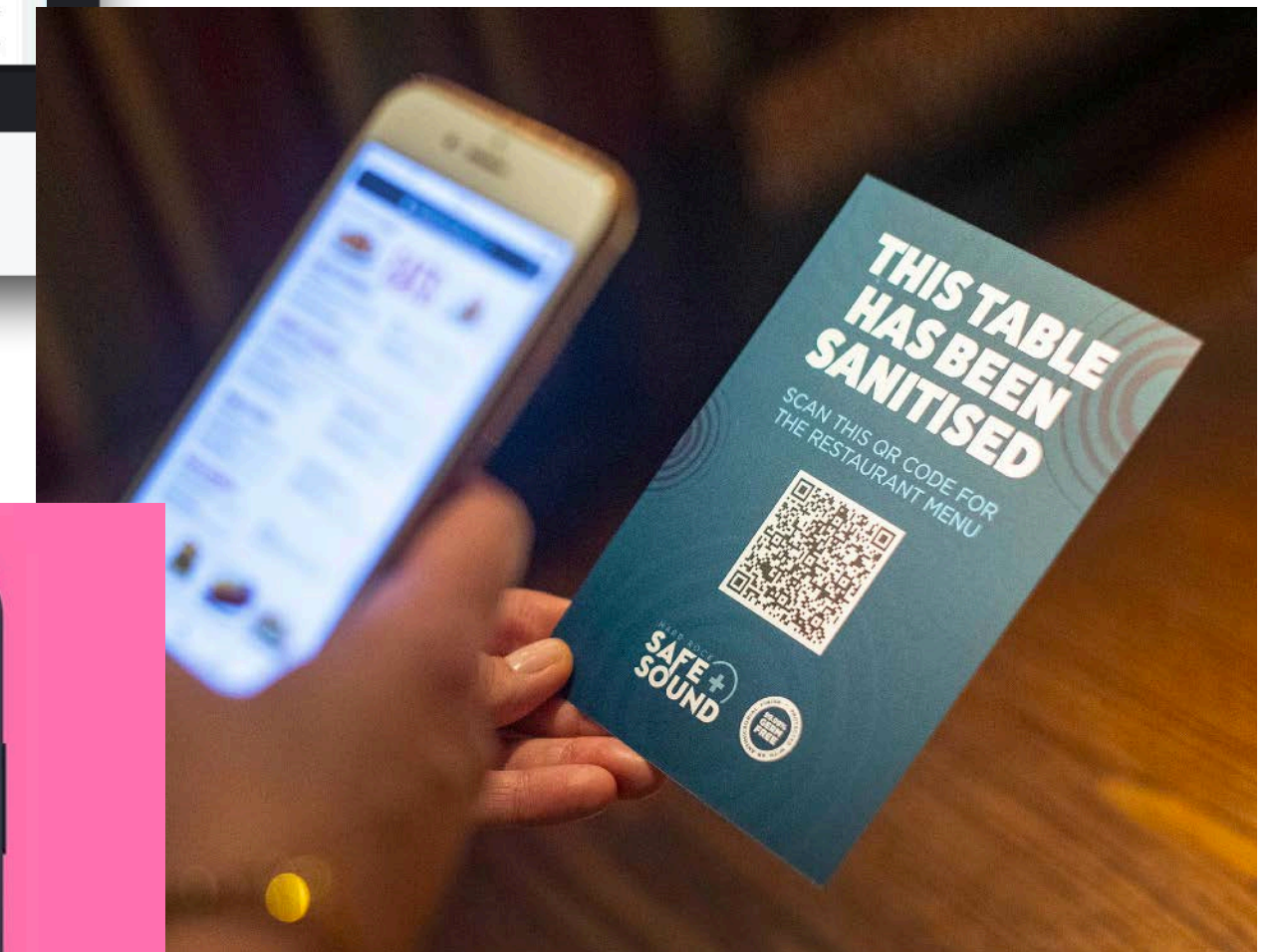
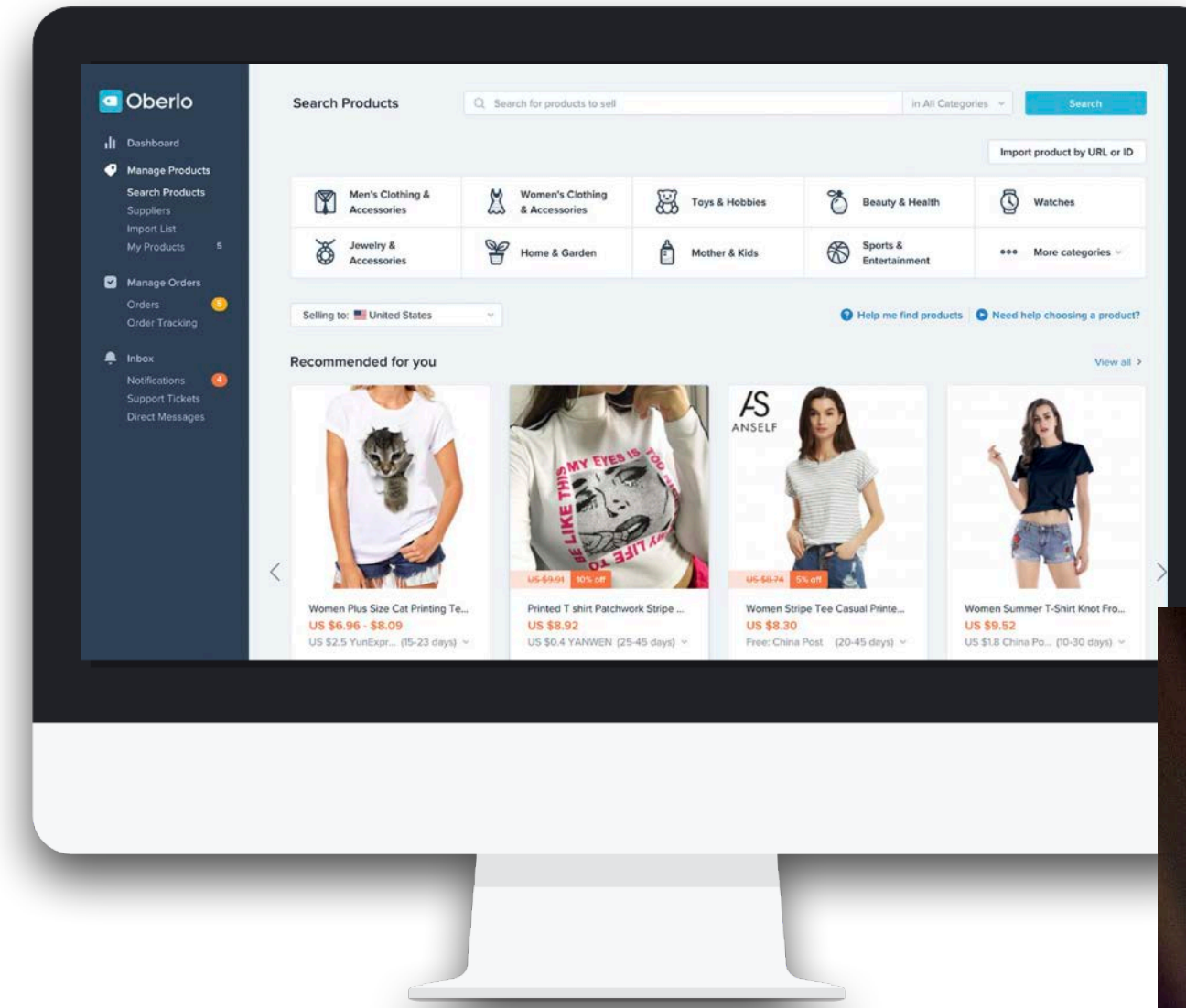
Retail Trends



In a matter of 90 days,
we have vaulted forward

10 years

in consumer and business
digital adoption



Retail Trends

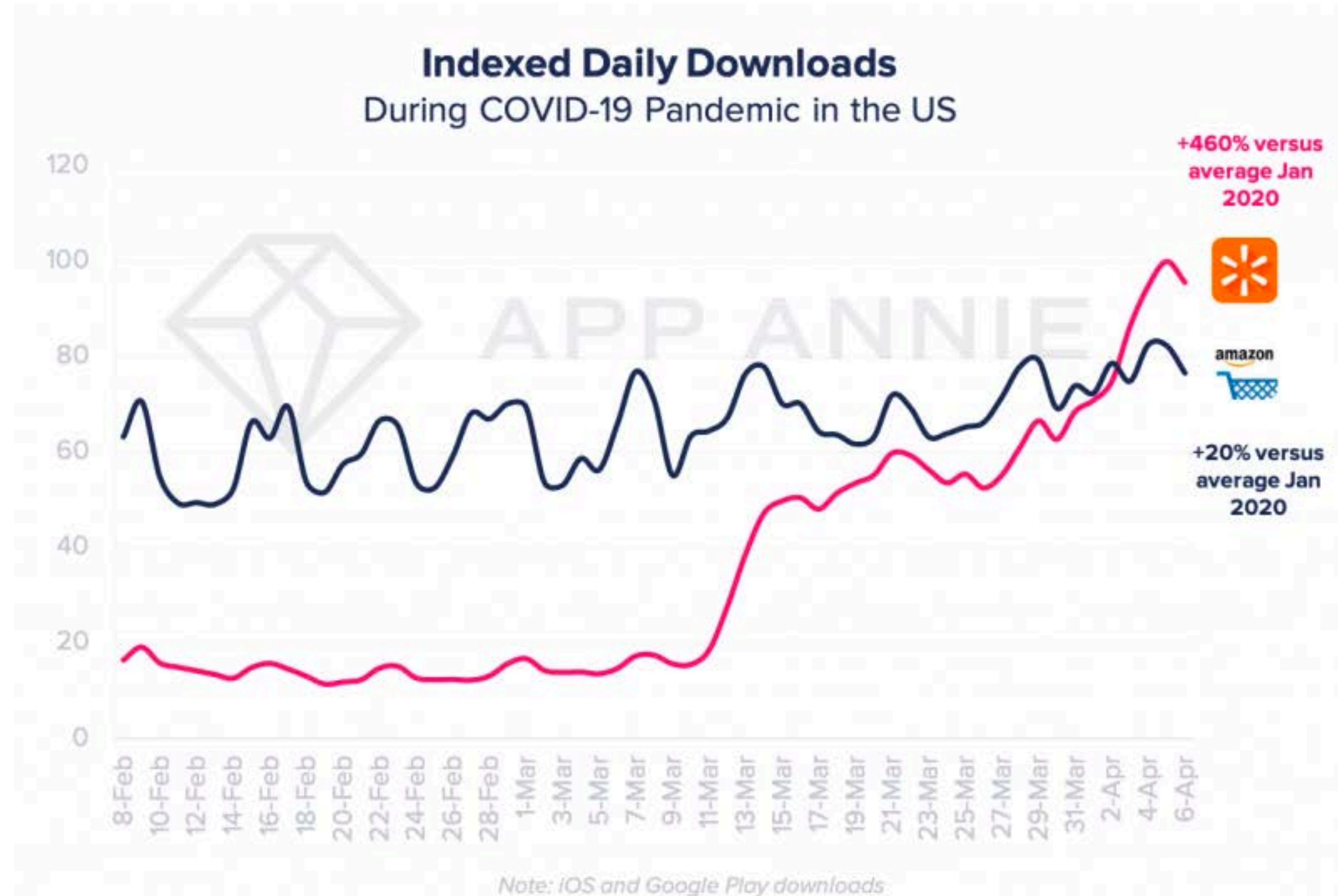


Retail Trends

Brick-and-Mortar = Essential?

Having a physical presence is necessary for Click-and-Collect concepts.

Being close to the end-consumer has been shown to be a critical ingredient to success for Walmart.



Retail Trends

“ ...a typical employer can save about \$11,000/year for every person who works remotely half of the time.

Our best estimate is that 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021. ”

— *Kate Lister, President of Global Workplace Analytics*

Retail Trends

Work From Home Implications

Places need need on community amenities, since there will be less of commuting and “pick up on the way home”

High Speed Internet Access

Parks, Walking Trails

Food / Entertainment Options

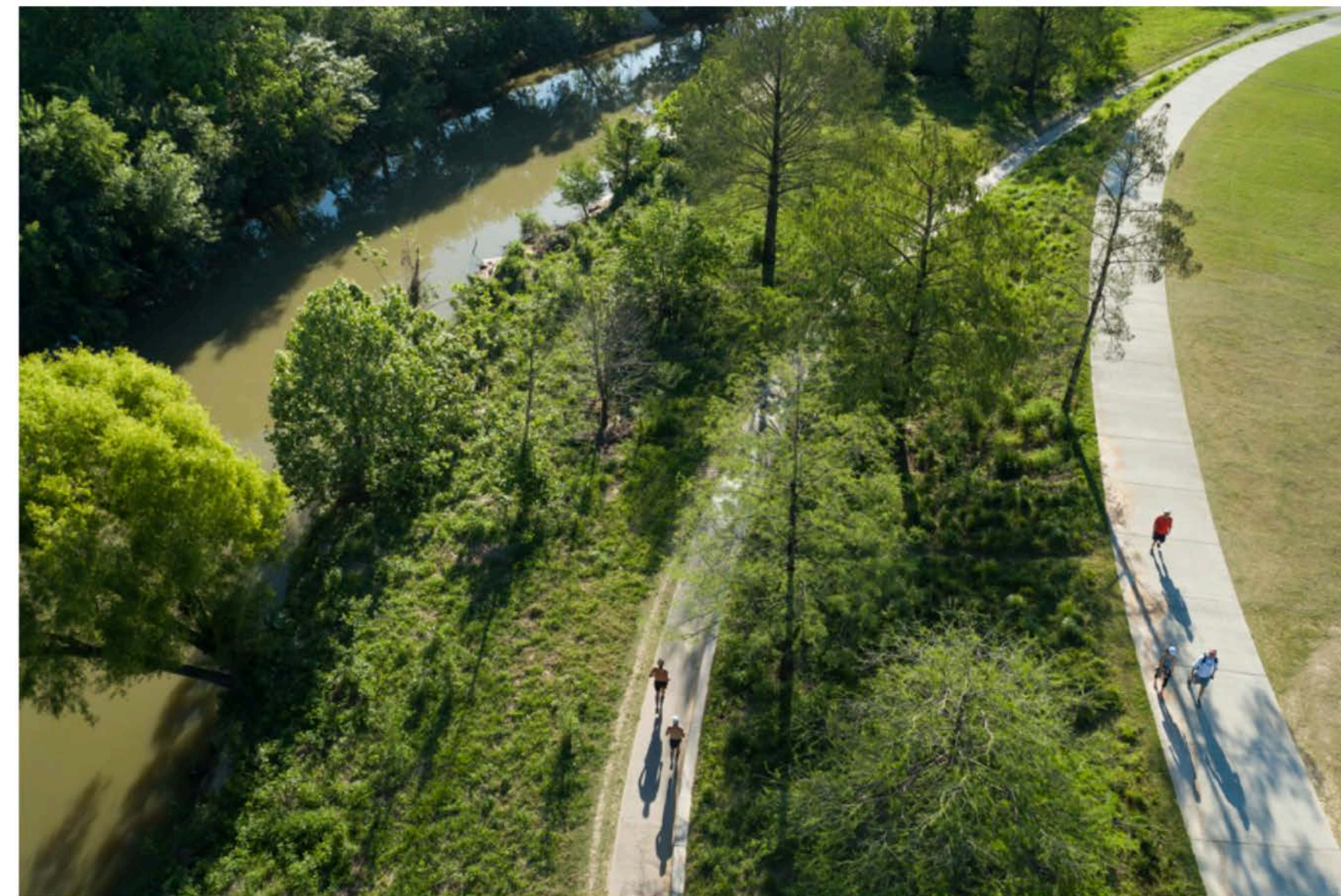
QUALITY OF LIFE

After COVID-19, What’s Next for Landscape Architecture?

The urban crisis brings many challenges, but also presents opportunities for landscape architects to help build more equitable green spaces and cities.

by [Rebecca Greenwald](#)

In the midst of this pandemic, public space is decidedly having a moment.



Buffalo Bayou Park in Houston, by SWA

Courtesy Jonnu Singleton

Retail Trends

Main Street as a Destination

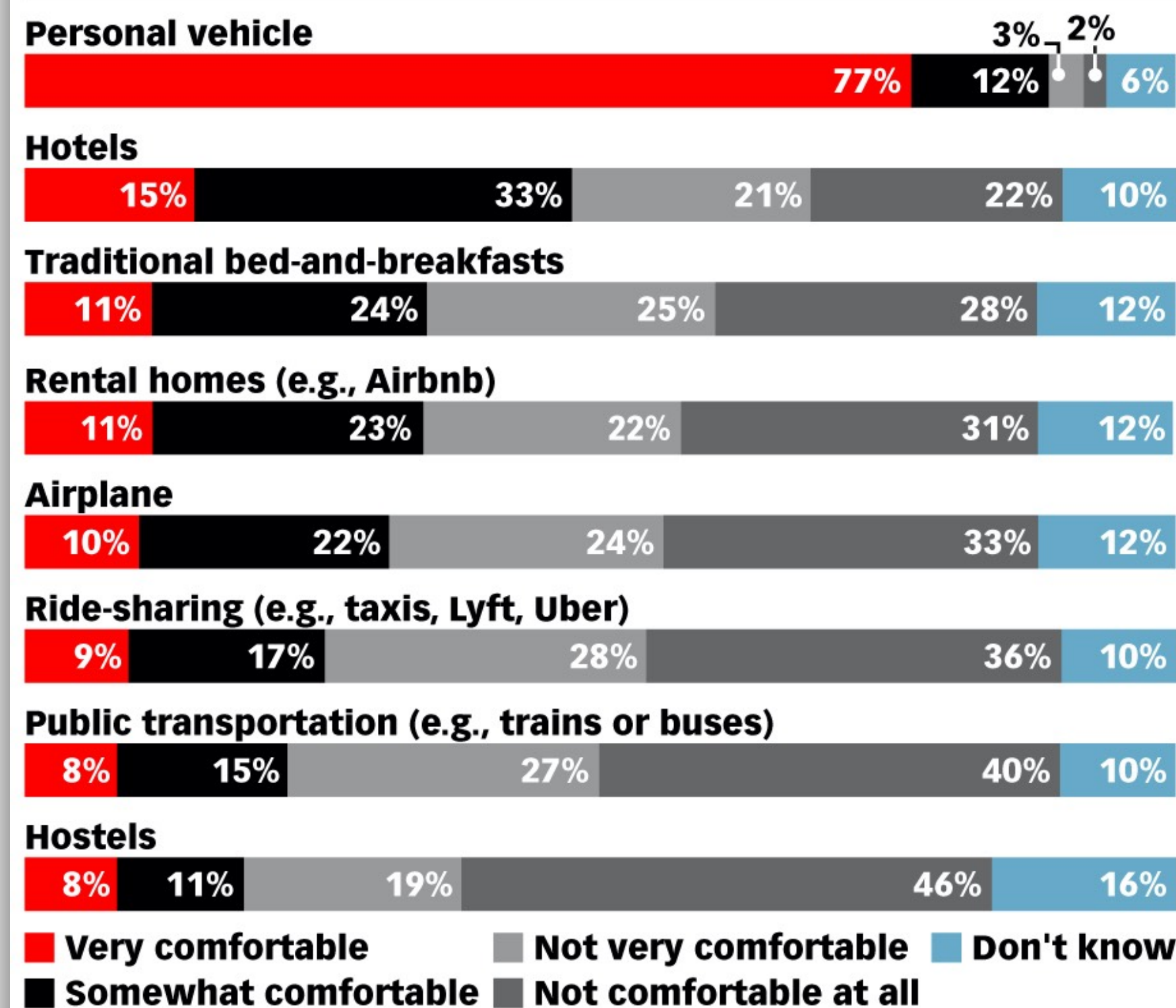
Local districts could emerge as the best option for tourism & entertainment.

Surveys are consistently showing consumer hesitation with major travel plans using other methods than personal vehicles.

Creating a destination and sense of place may become more important than ever, as unique Downtowns can serve as a substitute for traditional vacations.

How Comfortable Do US Adults Feel Using Transportation and Lodging Immediately After Coronavirus Travel Restrictions Are Lifted?

% of respondents, by transportation/lodging method, May 2020



Note: ages 18+; numbers may not add up to 100% due to rounding
Source: YouGov, "Future of Air Travel," May 18, 2020

255829

www.eMarketer.com

Attracting Retail Development

- **Community development must precede economic development**
- **Retail development strategies are place-based and must “fit” the community**
- **A balance of independent, regional, and national retail must be achieved**
- **Retail must be recruited**
- **Retail recruitment is a process – not an event**

Attracting Retail Development

Research and target appropriate Retailers for Recruitment.

- Target retailers that “fit” your community based on the retailers preferred new site location needs.
- Take the time and do your research first. Don’t waste your time or the retailers time by being unrealistic.
- Retailers are looking for “the sure thing.”



Traffic - 20,000+ AADT

Trade Area - 30,000 +

Min. Average HH Income - \$45,000

Lot Size - .80 - 1.25 Acres

Building Footprint - 2,400 - 3,900 SF

Seating Capacity - 50 - 90 seats

Parking Required - 40+ spaces

Preferred Sites - Corner lots, shopping center pads, & interstate

Zoning - freestanding with drive-thru window and allowance of adequate signage



Traffic - 20,000+ AADT

11 Mile Population - 70,000

Median HH Income - \$55,000-\$70,000

Building Footprint - 1,500 - 1,800 SF

Seating Capacity - 18+ seats

Preferred Sites - Free standing, end cap, and inline. Must be on AM side of the road with strong visibility

Zoning - Easy ingress and egress with no obstruction to signage that may impact customer reaction time



3 Mile Total Population - 25,000

3 Mile Workforce - 12,000

3 Mile Median Income - \$35,000

Building Footprint - 1,400+ SF

Frontage Minimum - 20 FT

Parking Required - 35 spaces

Preferred Sites - Street Exposure, end cap preferred

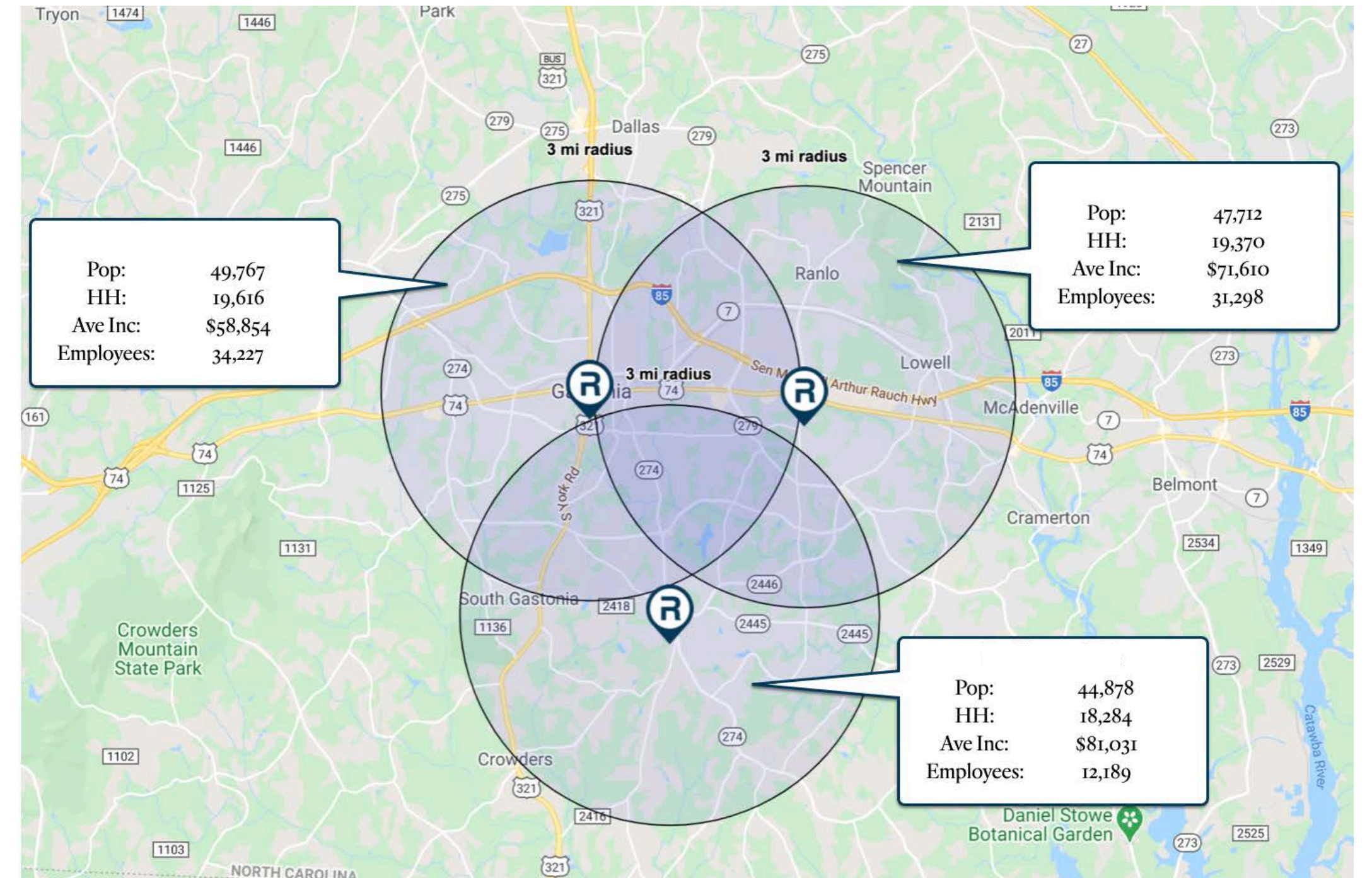
Desired Co-Tenants - Grocery/ Supermarket, Fast Casual, Movies, Hospitals

Attracting Retail Development



Greensboro-Randolph Magasite

Vs



Gastonia Sub-Markets

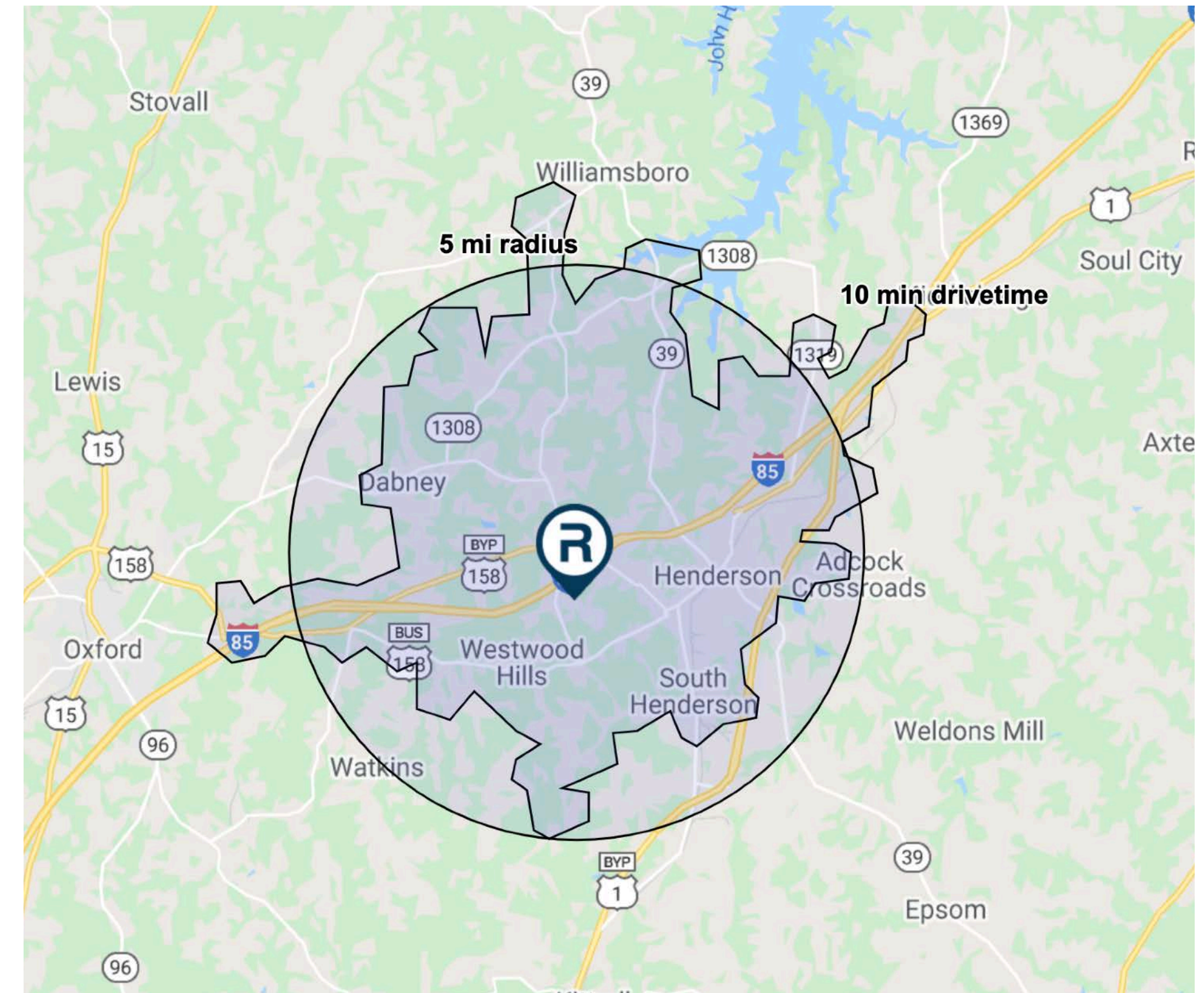
Attracting Retail Development

**Accurate Retail Trade Area Determination is the most important thing you can do.
It's the foundation of any retail strategy.**

- The retail trade area is the longest distance consumers are willing to travel to purchase retail goods and services. Its size depends on the variety of retail goods/services offered in the community and proximity to competing retail in nearby communities.

Traditional trade area determination methodologies:

- Neighborhood/city limits/county boundaries
- Radial
- Drivetime



Attracting Retail Development

Mobile Location Data Retail Trade Area Mapping is a more accurate technology to determine retail trade areas.

Cell Phone Data Studies:

- Tracks use of cellular devices
- Filters visits by day or time
- Provides measurable for events
- Highlights areas of retail leakage
- Identifies visitors/consumer origin
- Identifies Path-to-Purchase



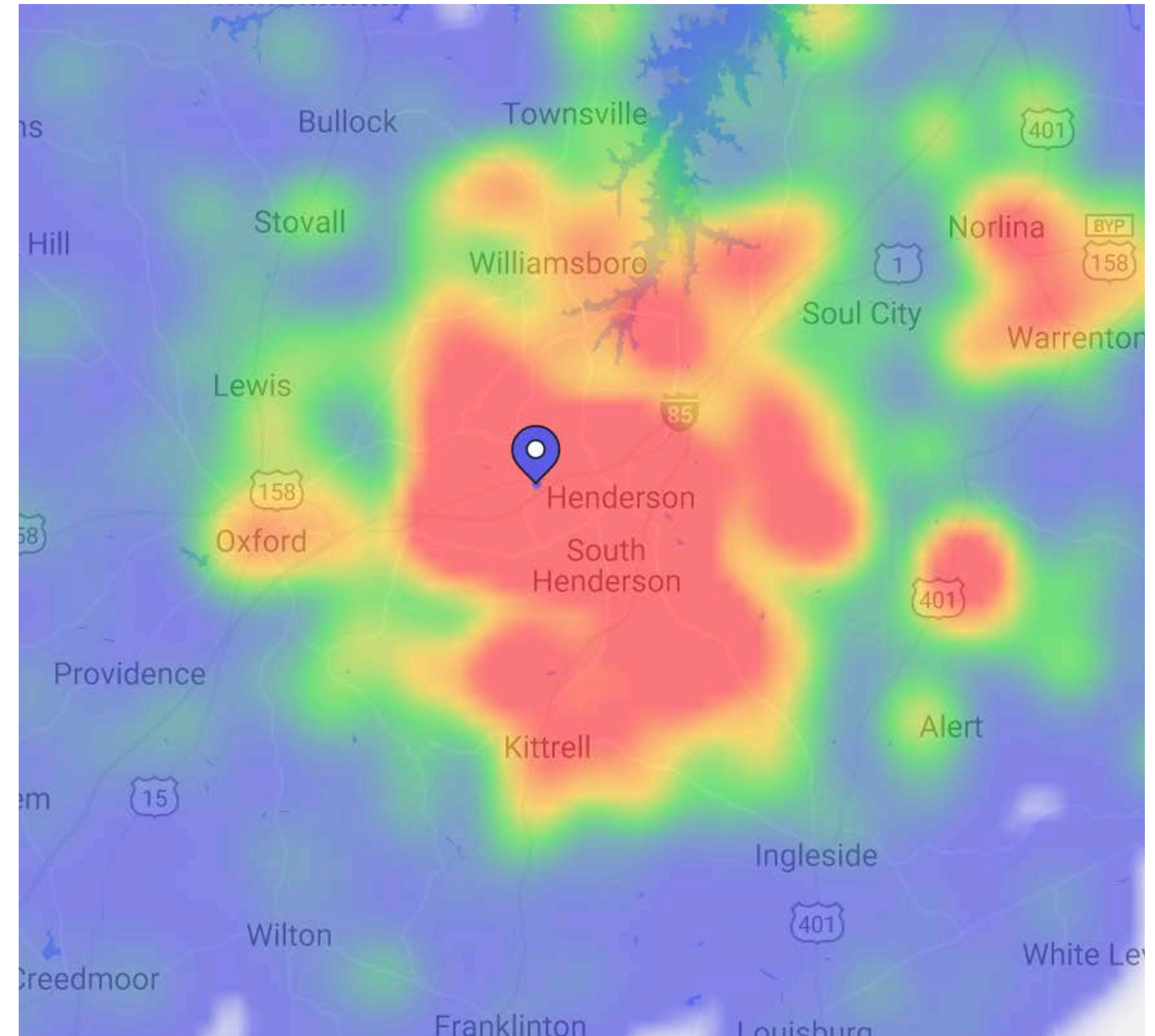
	Est. # of Customers	Est. # of Visits
Last 12 Months	184.2K	1.6M

Attracting Retail Development

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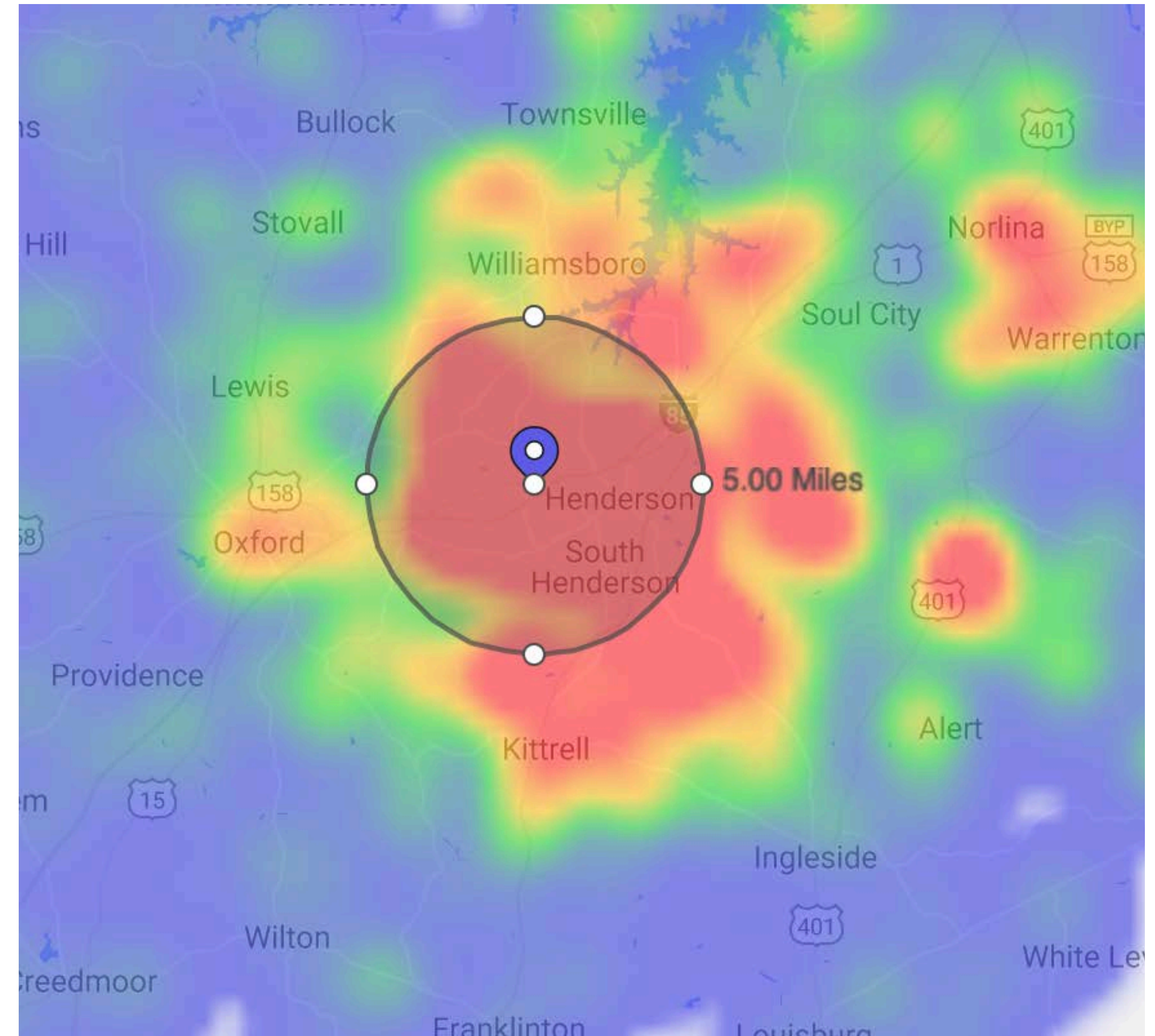


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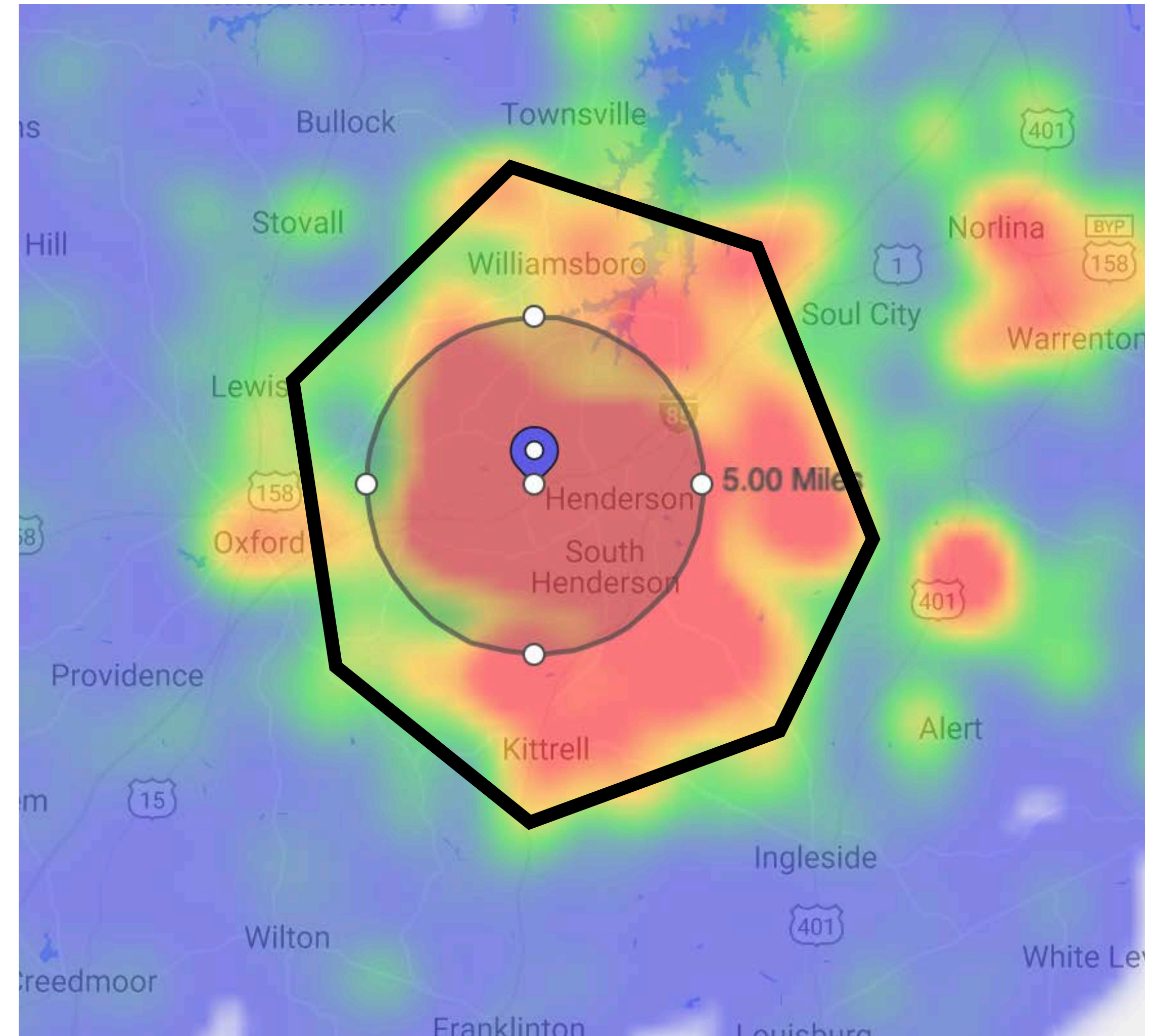


Attracting Retail Development

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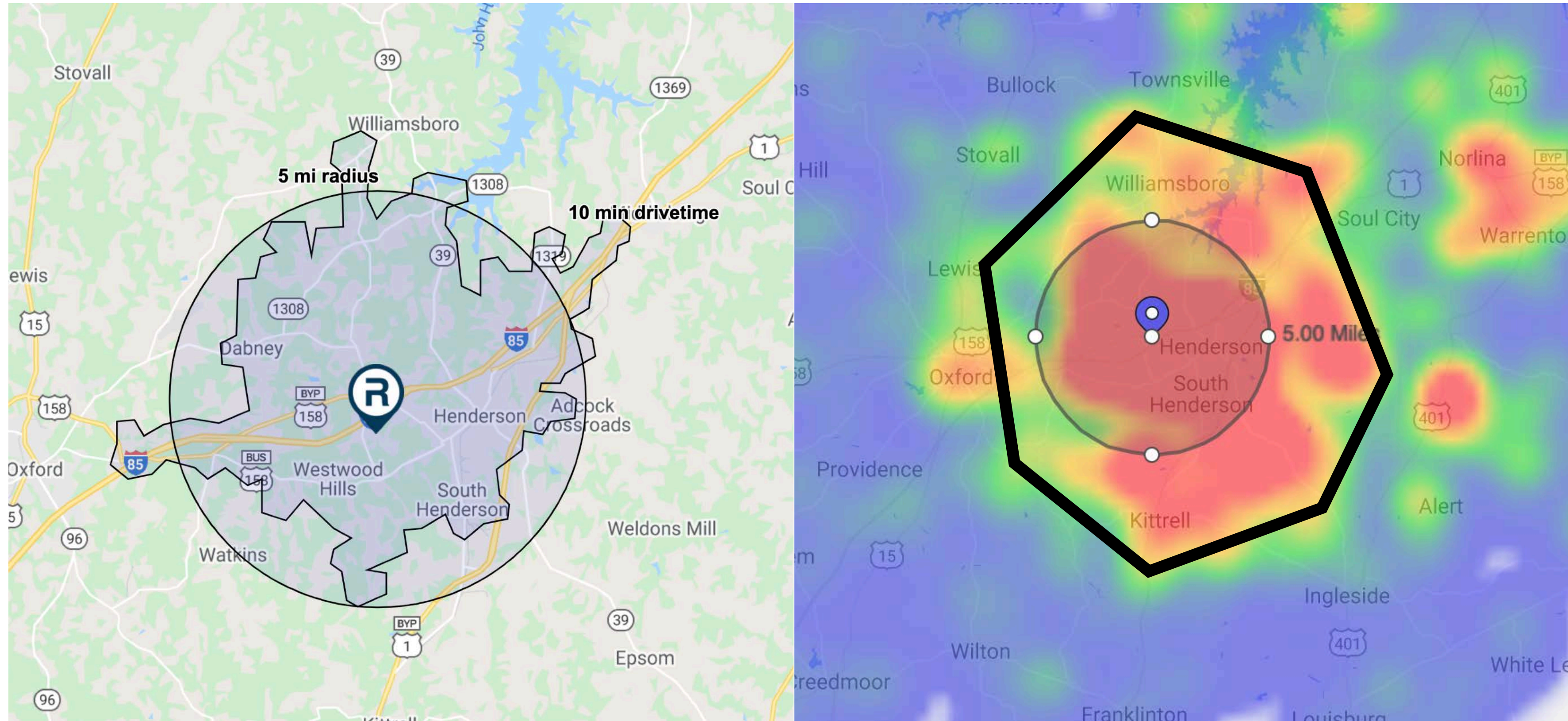
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Trade Area Population: 45,337

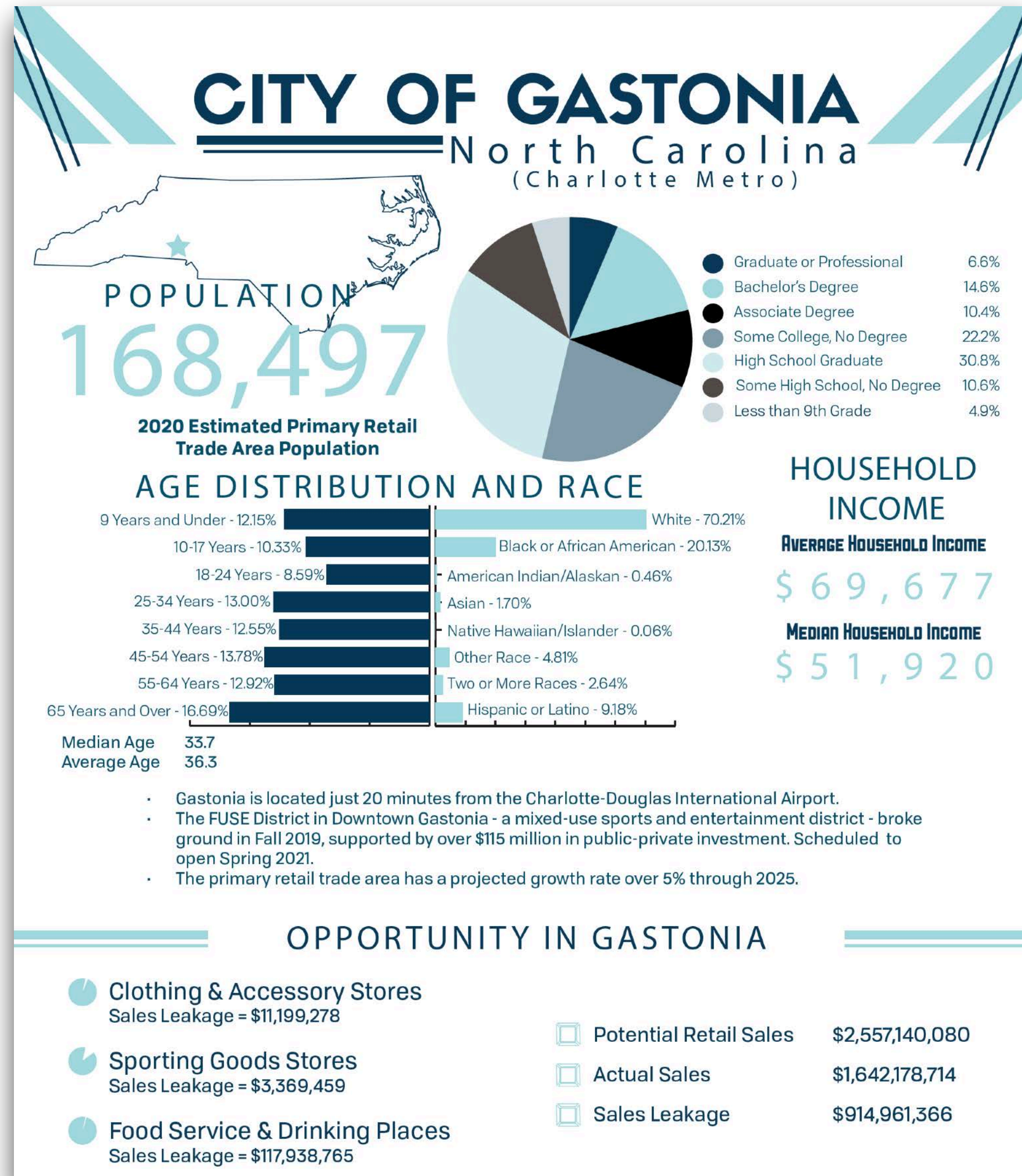
Attracting Retail Development



City Population: 14,763
5-Mile Population: 25,165
10-Min Population: 22,634

Trade Area Population: 45,337

Attracting Retail Development



Attracting Retail Development

SITE AVAILABLE | PRIME ANCHOR SPACE
±32,000 SQFT | GASTONIA, NORTH CAROLINA 28052

Cox Road = 30,500 AADT
Interstate 85= 125,000 AADT

2019 Radial Demographics	1-mile	3-mile	5-mile
Population	3,455	46,377	71,937
Households	1,332	19,291	42,161
5-year Growth	1.1%	1.4%	1.5%
Median Age	45.3	39.2	38.9
Ave HH Income	\$79,376	\$64,369	\$67,648

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TheRetailCoach

DEVELOPMENT OPPORTUNITY | FUSE DISTRICT
DOWNTOWN GASTONIA, NORTH CAROLINA 28052

W Franklin Blvd = 14,500 AADT
W Airline Dr = 14,000 AADT
N Chester St = 9,500 AADT

2020 Radial Demographics	1-mile	3-mile	5-mile
Population	9,565	47,701	94,333
Households	3,631	19,209	38,161
5-year Growth	2.3%	1.8%	1.6%
Median Age	37.2	36.9	38.2
Ave HH Income	\$47,549	\$54,404	\$63,029

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DEVELOPMENT SITE MAP

Office

Restaurant / Brewery Pad Site

Restaurant Space (Access to Stadium)

Hotel Pad Site

Retail / Mixed-Use Pad Site

Retail / Mixed-Use Pad Site (Existing Structure)

Information provided is for illustrative purposes only and is deemed to be correct as of the date of this document. Data sources used may include ESRI, ACS, Nielsen, RegisPro, StreetView, INRIX and/or Microsoft Corporation.

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2021 Retail Expansion

Despite the pandemic and (misconceived) notions of the market, many brands have plans to add attentional brick-and-mortar locations in 2021.

- At Home
- Burlington
- DSW
- Marshalls
- TJ Maxx
- Ross
- Old Navy
- Dd Discounts
- AutoZone
- O'Reilly's Auto Parts
- Take 5 Oil Change
- Hobby Lobby
- Michaels
- Costco
- Dollar General
- Dollar Tree
- Family Dollar
- Five Below
- Target
- Best Buy
- Aldi
- Save A Lot
- Trader Joe's
- Harbor Freight
- Tractor Supply Company
- Texas Roadhouse
- Shake Shack
- Raising Cane's Chicken
- Sonic
- Starbucks



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